

# Campaign Resource Overview

Materials from CDC's campaign to raise awareness of latent TB infection



## About the Campaign

Tuberculosis (TB) is one of the world's leading infectious disease killers. TB disease is highly contagious and can be deadly. Up to 13 million people in the United States are living with inactive TB, also known as latent TB infection. Without treatment, 5-10% will develop TB disease. Yet, the notion that TB is no longer a problem persists.

The Centers for Disease Control and Prevention (CDC)'s Think. Test. Treat TB campaign aims to reach those most at risk for inactive TB and their healthcare providers to encourage TB testing and accelerate elimination of TB. Think. Test. Treat TB is the first national multilingual communications campaign to increase awareness of TB and increase testing and treatment for inactive TB.

**WEBSITE:**

[www.cdc.gov/thinktesttreattb](http://www.cdc.gov/thinktesttreattb)

**HASHTAGS:** #ThinkTestTreatTB

**TWITTER:** @CDC\_TB

**FACEBOOK:** @CDCTB



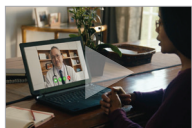
**ORDER MATERIALS AT :**

[wwwn.cdc.gov/pubs](http://wwwn.cdc.gov/pubs)

## Campaign Resources for Persons at High Risk for TB

The Think. Test. Treat TB campaign is designed to reach a wide range of audiences, with resources created in multiple languages. The section below describes the key resources of the campaign for consumers.

### INACTIVE TB (LATENT TB INFECTION) TESTING & TREATMENT [\(additional resources available\)](#)



#### VIDEO PSA

Video introduction to latent TB infection featuring a healthcare provider and patient conversation about TB testing

[Play English, Vietnamese](#)

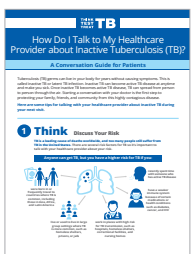


#### PRINT AD

#### Protect your family. Test for tuberculosis.

One-page printable resource with facts about inactive TB

[Download English, Vietnamese](#)

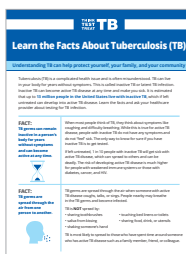


#### CONVERSATION GUIDE

#### Patient Conversation Guide

A guide for patients about how to talk to healthcare providers about TB risk, testing, and treatment options

[Download English, Vietnamese](#)

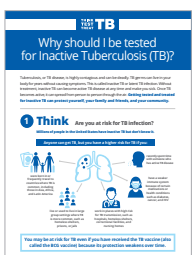


#### FACT SHEET

#### Learn the Facts About Tuberculosis (TB)

Guide to understanding the myths and facts about inactive TB

[Download English, Vietnamese](#)

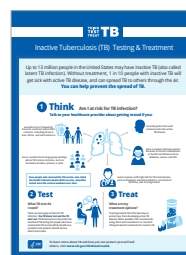


#### FACT SHEET

#### Why should I be tested for Inactive Tuberculosis (TB)?

Detailed overview of the risk factors, testing process, and treatment options for inactive TB

[Download English, Vietnamese](#)



#### POSTER

#### Inactive Tuberculosis (TB) Testing & Treatment

One-page visual overview of the testing and treatment of inactive TB disease that can be used as a poster

[Download English, Vietnamese](#)

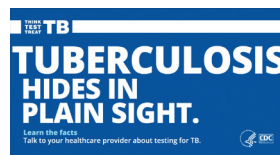
### SOCIAL MEDIA [\(additional resources available\)](#)



#### Twitter

Without treatment, inactive TB can develop into active TB disease. People can become sick and may

unknowingly pass TB to others, including family, friends, or healthcare workers. Learn how to protect yourself and others: [\[bitly\]](#) #ThinkTestTreatTB



#### LinkedIn

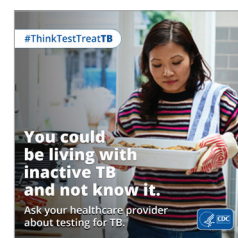
13M people in the U.S. have inactive TB infection and many don't know it. Talk to your healthcare provider about

preventing TB and learn more about protecting yourself and others: [\[bitly\]](#)



#### Facebook

Inactive TB can live in your body for years without symptoms but can develop into active TB disease at any time and make you sick. Ask your healthcare provider about testing for TB. [\[bitly\]](#)



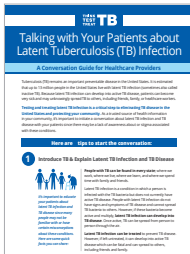
#### Instagram

Without treatment, inactive TB can develop into active TB disease and spread to your community. Learn how to protect yourself and your loved ones: [\[bitly\]](#)

## Campaign Resources for Healthcare Providers

The Think. Test. Treat TB campaign also includes resources specifically designed for healthcare providers who serve people who are at increased risk for TB.

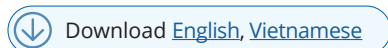
### INACTIVE TB (LATENT TB INFECTION) TESTING & TREATMENT



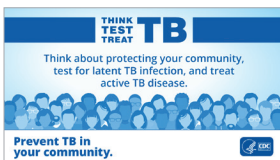
#### CONVERSATION GUIDE

##### Healthcare Provider Conversation Guide

A conversation guide for healthcare providers about how to talk to patients about latent TB infection, addressing potential misinformation, and discussing risk, the testing process and treatment options



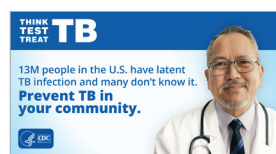
### SOCIAL MEDIA ([additional resources available](#))



#### Twitter

Healthcare providers: testing and treating latent tuberculosis infection is a critical step to eliminating TB disease across

America. Start in your office – talk to your patients about testing for TB today. [\[bitly\]](#) #ThinkTestTreatTB



#### LinkedIn

Healthcare providers: you can prevent tuberculosis! Open the conversation, protect your patients, and test for TB. Help

reduce the risk of TB in your community. [\[bitly\]](#)



#### Facebook

As a healthcare provider, you play an important role in protecting your patients from tuberculosis. Talk with them today about TB testing and treatment options. [\[bitly\]](#)



#### Instagram

Healthcare providers: you can prevent tuberculosis! Open the conversation, protect your patients, and test for TB. Help reduce the risk of TB in your community. [\[bitly\]](#) #ThinkTestTreatTB

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To learn more about TB and how you can protect yourself and others, visit [www.cdc.gov/thinktesttreattb](http://www.cdc.gov/thinktesttreattb)